

Stakeholders' Open House

Develop a packet* with the following items:

- Economic Impact Sheet
- Sample Press Release
 - Each project to personalize to add date, time, and location of Open House.
- Web Page Information Write-up
- Information Flier
- Modernization Initiative Handout
- Lewis and Clark Initiative Handout
- WES Visitor Profile Survey
 - Instructions and recommended uses

*Each project to add site-specific information such as email address, Web site address, address and telephone number on these handouts/fliers. Examples of these items are provided as separate files in the Stakeholder Kit.

District POC

- Coordinate Press release w/ PAO – follow up to encourage attendance/broadcasting
- Attend Open House as necessary
- Provide district support
- Create Economic Impact sheet for each project

Stakeholders' Open House

The intent of the project Open House is to involve, inform, and solicit input from the public about the Modernization and Lewis & Clark Initiatives as well as other issues involving your project and its operations. It is an informing and listening process. It is designed to stimulate the visitors' thoughts to obtain their feedback and opinions on park-specific issues and developments.

The Process:

- Select location, date, and time for Open House.
 - The Open House could be held before or after the Stakeholders Organizational Mtg.
 - Consider universal accessibility and conflicting events.
 - Suggested sites: park office, local community center, park day use area, visitor center, etc.
- Publicize Event
 - Edit and distribute press release (3-5 days prior to event). Send to local newspapers, radio stations, cable access stations, and television stations. Follow up with telephone calls to encourage articles/broadcasting and attendance at the event. The press release should mention the park's Web site.
 - Edit and distribute information fliers. Post on park bulletin boards, local business information boards and windows, community kiosks, local college or university bulletin boards, park visitor vehicle windshields, etc.
 - Post Web Page write-up on Park Home page. Include hot link within the article for immediate response from readers. Personalize the article and include example photographs for the issues discussed in the Web page narrative.
 - Announce the event during interpretive programs.
 - Create a small stand-alone display (w/ issue summary handouts) for park office/visitor center.
 - Have rangers pass out fliers during visitor contacts.
 - Put messages on NRRS receipts.
- Event Setup / Operations
 - Create one information table with display for each issue.
 - Displays should include short, one-line sentences and photograph enlargements on the subject issue. Photos and text should draw the attendee and encourage thought and discussion.
 - Set up a table at each display. The table will include ample supplies of the subject initiative handout, pencils, lined paper, related brochures and information.
 - Provide one large flip-chart/poster board and markers at each display for recording visitor comments.
 - Staff each table w/ uniformed park ranger – if possible, staff the display with two rangers to handle additional people.
 - Stimulate conversation, explain your initiative and its relationship to the park, ask leading questions, repeat their comments, ask if you can record it on the flip chart (then do it!).

- Create an entry table (1)
 - Set out issue summary sheets, lined paper, pens/pencils, drop box for written comments, and a guest book.
 - Greet visitors as they arrive, ask them to sign the guest book, explain the process, provide the issue sheet, answer general questions, keep traffic flowing.
 - Make visitors aware that they can comment at each table, via email, or anonymously via the blank paper and drop box.
- Create an information table (1)
 - This table contains general brochures about the project, the Corps and other issues not addressed at the various tables. Such things as NRRS fliers, boating rules and regulations, park brochures, schedule of events, natural resource issues/programs, volunteer opportunities, etc. This table is not staffed.
- Create a refreshment table
 - Have hot and cold beverages, cookies, etc. available. This table is also not staffed.
- Staffing
 - The Resource Manager / Project Manager / Operations Manager should be at the meeting to answer questions, meet the public and handle any controversial issues. He/she floats and is available as needed.
 - The WES survey can be used by the RM, PM, OM or other COE personnel to question attendees. This tool should only be used and filled in by COE personnel, NOT distributed to the public for them to complete.
 - As need be, project staff working the booths can float to other areas to assist.

Stanislaus River Parks Information Open House



*Come Share Your Ideas on the Future of
Stanislaus River Parks*

The U.S. Army Corps of Engineers, Stanislaus River Parks, is considering changing its recreation and natural resource programs in response to growing concerns over current park operations. To help define important issues, and to seek potential solutions and visitor opinions on current park practices, Stanislaus River Parks is seeking public input on topics such as river and park access, stewardship of natural resources, visitor use, park facilities and the future of the Stanislaus River Park System.

Insert date, time and street address of meeting

For additional information, call the park office xxx-xxx-xxxx or visit our Web
site at www.xxxxxxxxxxxxxx



**US Army Corps
of Engineers®**
Portland District

News Release

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PA 00-159

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For Release:
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<http://www.nwp.usace.army.mil/pa/news/newshome.htm>

Recreation issues topic of Corps open house

Portland, Ore.--The U.S. Army Corps of Engineers will host a recreation stakeholders public open house on Aug. 30 in the Lane County Court House and Public Service Building at 125 E. 8th Avenue in Eugene, Ore. Anyone with a recreation interest in the 13 Corps lakes in the Willamette Valley is invited to attend.

The open house will be from 6 p.m. to 9 p.m. in Harris Hall; people are invited to attend the open house on a drop-in basis during this time. Representatives from the Corps' Willamette Valley Projects and Portland District offices will be available to discuss initiatives currently proposed for the Willamette Valley area. The Corps also will listen to suggestions by lake and river at the open house.

Corps of Engineers recreation facilities in the Willamette Valley are 20 to 45 years old; many no longer meet the needs of visitors, said Dick Lamster, natural resource manager for the Corps projects. In 1975, visitation to Willamette Valley lakes totaled about 3 million people. Today, more than 5 million visitors annually use the same facilities.

The Corps wants to upgrade or replace the existing facilities with ones that are safer, more efficient, and more easily modified to meet future needs. Any new facilities also must meet current environmental and accessibility standards.

This is the public's opportunity to join with the Corps to prepare lakeside parks and campgrounds for the future. For further information contact Lamster at (541) 937-2131.

A similar meeting will be held in Shady Cove, Ore., on Aug. 29 to discuss recreational issues in the Rogue River Basin.

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CE Facility Standards VISITOR PROFILE	Date:	Time:	<u>Weekday</u> <u>Weekend</u>	
	Project:		Area:	
Day Use ____ Campground ____	Campsite No.:		Campground Class: A B C	
• Camping Equipment onsite	Tent	Van	Pick-up Camper	Pop-up Camper Towable Trailer
	Class C Motor Home		Class A or Luxury Coach Other _____	
WHO:				
• Major rec. activities	Picnic	Camp	Swim	Water-ski Boat Sightsee Fish Hunt
	Other _____			
• Project(s) visited				
• Frequency of use	First Visit <i>Holiday Use:</i> All major holidays Memorial Day 4 th of July Labor Day <i>Non-Holiday Use:</i> 1-3 visits/year 4-10 visits/year More than 10 visits/year			
• Group type	Single Family Friends Family & Friends Multi-Family Other _____			
• Local Resident	Yes No			
• Shoreline Resident	Yes No			
• First-time visitor	Yes No			
• Only use CE projects?	Yes No			
• Ethnicity	White	Hispanic	Black	Asian/Pacific Native American Other
WHAT:				
<i>Observations by the visitors on:</i>				
• Favorite facilities/services				
• Needed improvements				
• Problem areas				
• Concerns				
• Additional facilities/services needed				
• Things we do that are not needed				
WHY:				
• Reason visitor selected <i>this</i> area today				
• How this area compares to other areas they visit				
OTHER:				
• Additional comments				

9 June 2000

RAMP Public Outreach
Visitor Profile
Procedures and Description of Data Fields

PROCEDURES: Following are recommended procedures for visitor contacts using the Visitor Profile format.

Give visitors advance notice: Customers need a heads up to be thinking along the lines of the Visitor Profile topics. Particularly for camping areas, you may have the contract gate attendant distribute a card to incoming campers a day or so before sampling the area, with wording such as:

Do you have ideas for improving and modernizing this recreation area? A Corps representative will be in the area to talk to campers on May 31st. Please be thinking about suggestions you can give if your campsite is selected for an interview.

If you do not get to talk directly to the Corps representative you can still give us your ideas by jotting them down on this card and returning it to the Park Attendant before you leave.

Thank you for your help.

Sample selection: Consider using a random number generator to select customers to be interviewed, for instance to select campsites in a campground. This is not to imply statistical significance for the results, but works well to get a good distribution across the recreation area. Visitors also readily accept the answer that they were randomly selected when they ask, "Why did you pick me?" and those who ask, "Why didn't you pick me?"

Initiating visitor contact: An example of a simple script to start the conversation:

"Hello, my name is _____. I'm with the Corps of Engineers _____ office. There is a possibility that the Corps is going to get some money from Congress to modernize our areas over the next few years, and we're talking to a random sample of visitors today to get ideas on what we should do (or not do) to meet your needs."

Recording results: Not every group or individual will give information to match each of the blocks on the format. Try to steer the discussion to get information, but depend on a conversational approach rather than a stream of direct questions. It may be most productive to record information after leaving the visitor(s), since otherwise they may become distracted or uncomfortable wondering what is being written down, and not give as much detail.

DEFINITIONS: The following definitions are provided to assist in recording the results of customer interviews on the Visitor Profile format.

Date: Date of interview

Time: Time interview begins

Weekday/Weekend: Designate if interview occurs on weekday or weekend day

Project: Project name

Area: Name of the recreation area where interview occurs

Day Use/Campground: Recreation area type

Campsite No.: If interviewing a camper, the campsite they are occupying

Campground Class: If interviewing in a campground, indicate whether a Class A, B, or C facility

Camping Equipment on Site: If interviewing a camper, from the choices provided on the format, circle the type of equipment they have on the site. Below are some examples to assist with determination of equipment type:



Towable Trailer



Class C Motor Home



Class A or Luxury Coach

WHO:

Major Rec. Activities: From the choices provided on the format, circle all the major recreation activities in which the visitors indicate they participate at the project.

Project(s) Visited: Write in names of other Corps projects that the visitors use.

Frequency of Use: Circle the choices that describe the visitors' frequency of use for both holidays and non-holidays.

Group Type: From the choices given on the format, circle the description of the group.

Local Resident: Prior to beginning interviews, the definition of "local" for this project needs to be determined by project personnel. On the format, indicate by circling "yes" or "no" if the visitor meets that criterion.

Shoreline Resident: On the format, indicate by circling "yes" or "no" if the visitor is a shoreline resident.

First-time visitor: On the format, indicate by circling "yes" or "no" if the visitor is a first-time visitor to the project.

Only use CE projects: On the format, indicate by circling "yes" or "no" if the visitor uses Corps projects exclusively for their major recreation activities.

Ethnicity: From the choices given on the format, circle the ethnicity of the visitor(s) being interviewed based on visual observation.

WHAT, WHY, and OTHER:

Observations by the visitors on: In the blocks provided, note visitor comments on the various topics listed.